

IN THE CLAIMS

This listing of the claims will replace all prior versions, and listings, of the claims in this application.

Claim 1: (currently amended) A method of applying a cancellation mark to a mailpiece comprising ~~the steps of:~~

- cCreating a partially-designed pictorial cancellation mark in electronic form;
adding customer-supplied information to the partially-designed pictorial cancellation mark so as to create a customized cancellation mark
- aApplying said customized pictorial cancellation mark to a mailpiece.

Claims 2-16 (cancelled).

Claim 17 (currently amended): The method of claim 1 wherein the ~~said step of~~ applying said ~~cancellation mark~~ further comprises:

- Ttransmitting said customized pictorial cancellation mark to a printer; and
- Pprinting said customized pictorial cancellation mark on the a mailpiece.

Claim 18 (currently amended): The method of claim 1 wherein the ~~said step of~~ creating a ~~pictorial cancellation mark in electronic form~~ further comprises scanning an image with a scanner.

Claim 19 (previously added): The method of claim 17 wherein said printer comprises an ink jet printer.

Claim 20 (previously added): The method of claim 17 wherein said printer comprises a laser jet printer.

Claim 21 (currently amended): The method of claim 17 wherein the said printing of the customized pictorial cancellation mark on the a mailpiece cancels a the postage indicia of the mailpiece.

Claim 22 (currently amended): The method of claim 17 wherein said printing ~~step~~ further comprises applying at least two distinct colors to the mailpiece.

Claim 23 (currently amended): The method of claim 17 further comprising ~~the step of~~ storing said customized pictorial cancellation mark in an electronic memory.

Claim 24 (previously added): The method of claim 23 wherein said electronic memory further comprises a computer digital memory.

Claim 25 (currently amended): The method of claim 17 further comprising ~~the step of~~ ~~adjusting~~ varying the dimensions of the customized pictorial cancellation mark ~~to a preferred size~~.

Claim 26 (currently amended): The method of claim 17 wherein said customized pictorial cancellation mark includes a bull's-eye cancellation.

Claim 27 (currently amended): The method of claim 1 further comprising:

~~P~~providing a plurality set of said partially-designed pictorial cancellation marks to a customer; and

~~S~~selecting a particular said partially-designed pictorial cancellation mark chosen by the a customer.

Claim 28 (currently amended): The method of claim 27 wherein ~~said step of the~~ applying ~~said~~ ~~pictorial cancellation mark~~ further comprises application by the customer of the customized pictorial cancellation mark to the mailpiece ~~application of said chosen particular pictorial cancellation mark to said mailpiece by said customer.~~

Claim 29 (currently amended): The method of claim 28 wherein said applying ~~step~~ cancels postage indicia of said mailpiece.

Claim 30 (new): A method comprising:

creating a plurality of pictorial cancellation marks;

receiving, from a customer, information and a selection of one said pictorial cancellation mark;

creating, in electronic form, a customized pictorial cancellation mark from the information and the selected pictorial cancellation mark; and

canceling postage indicia on a mailpiece with the customized pictorial cancellation mark.

Claim 31 (new): The method as defined in Claim 30, wherein the creation of the customized pictorial cancellation mark further comprises varying a characteristic of the selected pictorial cancellation mark, wherein the characteristic is selected from the group consisting of color, size, shape, and image.

Claim 32 (new): The method as defined in Claim 30, wherein the customized pictorial cancellation mark includes a bull's-eye cancellation.

Claim 33 (new): The method as defined in Claim 30, wherein the customer performs one or more of the canceling and the creation of the customized pictorial cancellation mark.

Claim 34 (new): The method as defined in Claim 30, wherein:

the selected pictorial cancellation mark has a blank area;

the information is a text message; and

the customized pictorial cancellation mark includes the text message in the blank area.

Claim 35 (new): The method as defined in Claim 30, wherein the selected pictorial

cancellation mark includes representative indicia selected from the group consisting of a holiday, a sporting event, and a market.

Claim 36 (new): A method comprising:

creating a plurality of cancellation marks;

receiving a selection of one said cancellation mark;

varying a characteristic of the selected cancellation mark to create, in electronic form, a customized cancellation mark, wherein the characteristic is selected from the group consisting of color, size, shape, and image; and

canceling postage indicia on a mailpiece with the customized cancellation mark.

Claim 37 (new): The method as defined in Claim 36, wherein the customized cancellation mark includes a bull's-eye cancellation.

Claim 38 (new): The method as defined in Claim 36, wherein a postal customer performs one or more of the canceling and the varying.

Claim 39 (new): The method as defined in Claim 36, wherein the selected pictorial cancellation mark includes representative indicia selected from the group consisting of a holiday, a sporting event, and a market.